

Message Text

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PAGE 01 TORONT 00778 081659Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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R 081602Z MAY 78
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AMEMBASSY OTTAWA
AMCONSUL MONTREAL
AMCONSUL VANCOUVER

UNCLAS TORONTO 0778

E.O. 11652: N/A
TAGS: BGEN, CA
SUBJ: ADS - REQUEST FOR TEMPORARY MORATORIUM OR CUTBACK

REF: 77 TORONTO 2361

1. TORONTO HAS EXPERIENCED A ONE-THIRD INCREASE IN AVERAGE MONTHLY ADS REQUESTS OVER MONTHLY AVERAGE OF PAST THREE YEARS (AVERAGE 7 PER MONTH FOR PERIOD JAN 1 - MAY 5, '78 COMPARED TO AVERAGE OF 5.26 PER MONTH FOR PERIOD JAN 1, '75 - DEC 31, '77).

2. POST'S SOLE PROFESSIONAL COMMERCIAL FSL IS FINDING IT INCREASINGLY DIFFICULT TO COPE WITH THIS GROWING WORKLOAD. COMPOUNDING THE PROBLEM SINCE MARCH ARE ADDED BURDENS OF ILLNESS (1 WEEK) AND RESIGNATION OF NUMBER 2 COMMERCIAL FSL, WHICH CREATED 3 WEEKS VACANCY IN THAT POSITION AND SUBSEQUENT NEED TO TRAIN A TOTALLY NEW EMPLOYEE (STILL IN PROCESS).

3. PRESENT ADS BACKLOG IS 22. UNLESS THERE IS A SIGNIFICANT CUT BACK IN NUMBER OF ADS REQUESTS RECEIVED, THIS BACKLOG CAN ONLY BE EXPECTED TO GROW IN SIZE. MAN HOURS SPENT PROCESSING ADS HAVE INCREASED FROM ESTIMATED 10 TO ESTIMATED 15 20 (DEPENDING UNCLASSIFIED

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ON PRODUCT), CHIEFLY BECAUSE OF DEPRESSED STATE OF CANADIAN ECONOMY (SEE REFTEL).

4. POST THEREFORE REQUESTS TEMPORARY 30 DAY MORATORIUM ON ADS REQUESTS, WITH UNDERSTANDING THAT REQUESTS WILL NOT BE MERELY DELAYED AND THEN UNLEASHED AT END OF 30 DAY PERIOD.

5. FAILING THAT, COMMERCE IS REQUESTED TO CUB BACK ON NUMBER OF REQUESTS SUBMITTED, BY MEANS OF MORE RIGOROUS SCREENING. WE HAVE NOTED AN INCREASING NUMBER OF ADS REQUESTS FOR COMMODITY TYPE PRODUCTS, SUCH AS RUN OF THE MILL AUTOMOTIVE PARTS, OFFICE SUPPLIES, AND THE LIKE. SPECIFIC EXAMPLES INCLUDE BUCKMAN INT'L (RUBBER BANDS), MOLECUDYNE INC. (TYPEWRITER CORRECTION FLUID), MED PAK CORP. (DISPOSABLE HOSPITAL AND MEDICAL SUPPLIES), VALVRING OIL (FUEL ADDITIVES), MICHAEL ROGER PRESS (MEMORANDA BOOKS), AND P. FACTOR INT'L (REMANUFACTURED AUTO PARTS). SUCH PRODUCTS, WITHOUT UNIQUE MARKETING FEATURES, HAVE LITTLE CHANCE OF SUCCESSFUL INTRODUCTION INTO CANADIAN MARKET AT THIS TIME BECAUSE OF DEPRESSED BUSINESS CONDITIONS, TARIFF BARRIERS, AND DEPRECIATED CANADIAN DOLLAR(CURRENTLY 88 CENTS U.S.). AT THE SAME TIME, BECAUSE OF THE DIFFICULTY IN CREATING INTEREST FOR THEM AMONG AGENTS AND DISTRIBUTORS, THEY REQUIRE THE GREATEST AMOUNT OF MAN HOURS FOR PROCESSING.

DIGGINS

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